

Et si le marketing d'influence était la **solution** ?

On discute des raisons pour lesquelles le marketing d'influence pourrait bien être l'une des clés de votre succès, comment il fonctionne, et pourquoi de nombreuses organisations choisissent cette stratégie pour se démarquer.

DAVID ALEXANDRE TANGUAY



Vice-Président,
planification stratégique
et associé chez Minimal

Professeur Invité /
ESG UQAM
Consultant



JEAN-SÉBASTIEN GIROUX



kyliecosmetics • Modifié • 1 j
the lightweight concealer of your dreams

- hydrates under eyes ✓
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- conceals dark circles ✓
- covers blemishes, dark spots and redness ✓
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IL Y A 2 JOURS



loganpaul • 20 sem
INTRODUCING ICE POP ENERGY ⚡
Our iconic hydration flavor gets a boost of caffeine with zero sugar and only 10 calories.

Available this week in the USA at Walmart, Kroger, Target, GNC and The Vitamin Shoppe. For ages 18+

(UK coming in two weeks 🇬🇧)

Aimé par angelinaesmeraldav et autres personnes
30 MAI



st.regiswines
Montréal

lysandrenadeau • 113 sem
Ça fait maintenant plus d'un an que je suis sobre et je ne me suis jamais senti aussi bien dans mon corps et d'esprit. 🙏 Je suis très heureux de vous annoncer la continuation de mon partenariat avec @st.regiswines. Je suis tellement aidé au cours de la dernière année! Je ne pensais jamais me sentir ainsi, surtout avec le travail.

Aimé par pourquoi.quoi et autres personnes
18 AOÛT 2021



charlidamelio • Modifié • 20 sem
I love the #pradagalleria color palette for the warmer days ahead @prada 🌞 #ad
Voir la traduction

heidamelio • 20 sem
199 J'aime Répondre

Voir les 5 réponses

Aimé par floolyonnais et autres personnes
11 JUIN



therock • Modifié • 14 sem
Man I love detail and a lil' effort goes a long way with me. Appreciate my air buddy @flyingwithnadia for this cool surprise. Pineapple coconut @zoaenergy on ice, inside a real pineapple 🍍🍍🍍 It's the little things that I'm a sucker for, now I need my tequila 🍷

to work we go 🍷

Voir la traduction

Aimé par camillelep et autres personnes
12 JUILLET

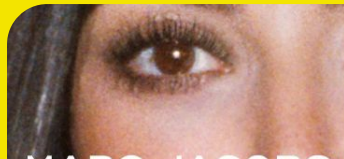


cr7cristianoronaldo

cristiano • 7 sem
Designed for comfort and attitude.

#CR7 #CR7UNDERWEAR #UNDERWEAR #DEARYSIN7S

Voir la traduction



kimkardashian • 8 sem
MJ

lontummarie5 • 8 sem
18 J'aime Répondre



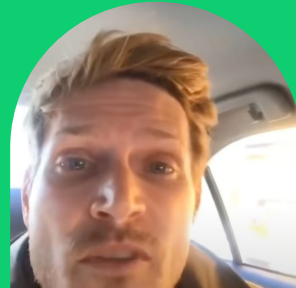
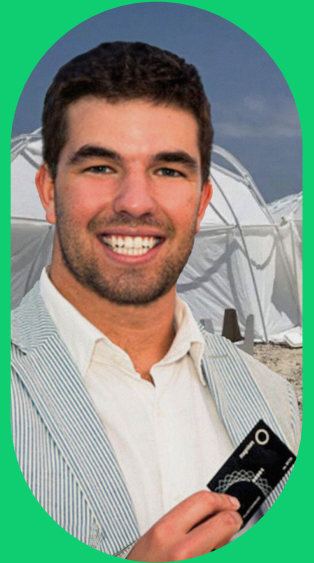
jessedriftwood • Suivre
Central Park

jessedriftwood
Should I go to college to become a photographer? People ask me this all the time. I say for sure what the right path is for every person that you need to keep learning. One of my favorite ways to do that is with @audible_ca. I spend a lot of time walking to my studio, driving just exploring my neighborhood looking for things. One of my favorite ways to make the most of my time is to listen to audiobooks on business management.

Les influenceurs ont souvent

mauvaise

presse ⚡



92%

Buts atteints

par les entreprises en
B2B grâce au marketing
d'influence

72%

ont augmenté la
notoriété de la
marque

88%

ont amélioré la
réputation de la
marque

59%

ont suscité la
Brand advocacy

41%

ont généré des
prospects

28%

ont directement
attribué des
revenus et ventes

B2C

VS

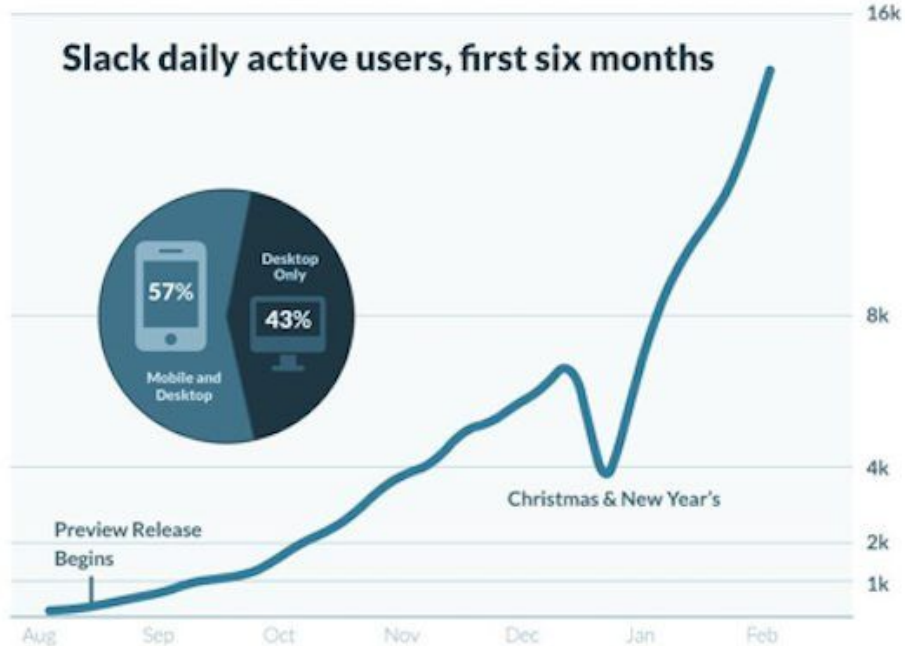
B2B

Leaders
d'opinion



Experts de
l'industrie





Marc Andreessen @pmarca · 16h

Slide from @SlackHQ update deck. I have never seen viral enterprise app takeoff like this before--all word of mouth.

pic.twitter.com/oTkUDAQbXX

↩ Reply ↻ Retweet ★ Favorite

Flag media

01 Notoriété

Découverte initiale de
l'entreprise ou offre

02 Considération

Intérêt croissant et
évaluation des options

03 Conversion

Accomplissement de
l'action souhaitée

04 Rétention

Maintien de la
relation client

05 Fidélité

Clients satisfaits promeuvent
et soutiennent la marque

Ten- dances



Plateformes privilégiées

Webinaires et ateliers

Collaborations sur des contenus longs

Lunch and learn



Solutions

LinkedIn

Twitter

Klear

Traaktr

Onalytica

human capabilities... the role of artificial intelligence... for us to make the right decisions," the 52-year-old Dell founder told the audience at the Arabian Business.

AI right at the heart of the tech giant's journey... far, the CEO's brave punt on robotics is paying



Geographic Facebook page on Saturday (3/18) at 1 pm EST. #sponsored
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alfredo.moreno.tavares Nice
lucewaha 날씨도좋은데...넌나출습니당 ㅠ



of Dell Founder Michael Dell. Forbes estimated his personal net worth at \$20.8 billion in February 2017, and he was Inc.'s Entrepreneur of the Year in the young age of 24. Over a lifetime building one of the world's top computer companies, Michael has experienced failure and success up-close and become an inspiration for entrepreneurs around the world.



Ann Handley · 3e et +
Digital marketing & content expert, Wall Street Journal...
5 mins · Sulvire
Wanna know the best collaboration of 2023? It's not Taylor Swift + Lana Del Rey... It's Stiecore + me!
Team Stiecore + I collaborated on a brand new how-to guide to help marketers create exceptional, lasting customer experiences. We debuted it yesterday in person at #StiecoreDX Boston! (That's a shot of my keynote yesterday.)
Let's face it... whether we are buying shoes or software or concert tickets, we are often not recognized, respected, served, and truly seen for who we are: individuals who matter to the business.
Why is that?
My hot take: It's because the brands themselves have not slowed down to walk through the experience they're delivering.
We haven't paused to align 4 important elements key to truly creating an exceptional, lasting digital engagement strategy:
Sometimes slower is faster. (Do you agree with this?)
...
What are those 4 important elements? How do we align them?



Rami Rahim · 3e et +
CEO at Juniper Networks
1 mins · Moodish Sulvire
I've always said that I can't do my job effectively by just sitting behind a desk.
That's why I just spent a couple weeks hearing directly from customers, partners and employees across Holland, Germany, Italy and Spain on how connectivity is evolving in these regions.
I heard many different stories about how Juniper Networks can help usher in a new era of connectivity, but a few key things stood out to me:
- Good enough isn't good enough, and "best effort" networking simply doesn't cut it anymore in a world of extremely heightened end-user expectations. #DigitalTransformation initiatives demand networks that are assured and secure. Our customer in Holland mentioned to me that their company won't attach its brand to any network service that is just best effort.
- #Automation and #AI are increasingly being viewed as critical ingredients of achieving an assured and secure experience to network end users. We've known this for a while at Juniper, but it's clear we're reaching a tipping point where AI has moved from experimental technology to mission critical.
- #Data is arguably the world's most precious resource. To ensure that AI is actually doing what an organization wants it to do (and that it gets better at it over time), companies must have an ability to tap into real time network

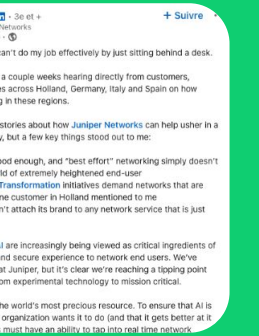


ALUMNI. SCIENCE TALENT SEARCH

Conversations with Maya:

SEPTEMBER 1, 2022

Maya Ahrens, President & CEO of the Society for Science and Publisher of Science in the U.S., CEO of Advanced Micro Devices (AMD), a multinational semiconductor contract processor and related technologies. She is an alumnus of Search (STS), a competition owned and produced by the Society for Science and the National Academy of Engineering in 2018 and was appointed to President Advisors on Science and Technology in 2021.
How did STS impact your life? You went to Brown High School of Science, a school where many students have competed in STS over the years.
My STS project was the first large project that I coordinated on my own. It was me to think broadly about what I wanted to work on for a few months. I also project would amount to something. It was a great experience.
Was your project focused on engineering or mathematics?
I did a math project centered on number theory and how to think about mathematics.
Growing up, your father was a mathematician and your mother was an accountant or entrepreneur. Did your parents' background and expertise shape your aspirations?
My parents had a large influence on how I grew up and how I spent my time. In school, my father would quiz me on math topics after dinner. Then he would help me with my homework. I also enjoyed understanding how things work, especially physical



3e et +
Juniper Networks
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Hewlett Packard's Antonio Neri: the robots are coming

Hewlett Packard Enterprise president and CEO Antonio Neri says that the robots are coming and it's going to be a long time before we see them.

To say that the latest head honcho of Hewlett Packard Enterprise has a rather big job on his hands would be an understatement. But Argentinian Antonio Neri is not too worried – he's got a whole generation of robots to help him out.

"AI augments human capabilities... the role of artificial intelligence is to make it easier for us to make the right decisions," the 52-year-old tech veteran tells Arabian Business.

Neri has placed AI right at the heart of the tech giant's journey. And so far, the CEO's brave punt on robotics is paying off.



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pwc_us_careers Chicago, Illinois
pwc_us_careers The #BallotBriefcase returns to the Chicago office to meet its fans on the red carpet! Follow on Snapchat @BallotBriefcase mrsamerincabrera Bring the briefcase to Tampa PwC!!!



Thrilled to join National Geographic and @Microsoft for the #MakeWhatsNext initiative to help inspire the next generation of female scientists. Go to aka.ms/storeevent to find out more about the in-store events with @Microsoft and #makewhatnext and watch me (Jennifer Adler/@jmadler) LIVE on the National Geographic Facebook page on Saturday (3/18) at 1 pm EST. #sponsored
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thisisbillgates · Sulvire
Thank you to all the remarkable individuals and global leaders who joined us at the #GatesFoundation #Goalkeepers2030 event today. Urgent action is needed to achieve a more equitable and safe future for all by 2030—but today left me more inspired than ever that it can be done.



8 ENTREPRENEURSHIP LESSONS FROM MICHAEL DELL, FOUNDER, DELL TECHNOLOGIES

When one talks about computer hardware manufacturers, the most commonly cited ones. Known for robust leadership in 1984 by Michael Dell, was one of the world's leading entrepreneurs. In September 2016, Dell merged with EMC Corporation

P Public

A Authenticité

I Intégration

R Relation

E Évaluation

Public



Identifiez votre public cible et assurez-vous de sélectionner un influenceur qui s'adresse à une cible compatible. Il se pourrait qu'au sein même de votre entreprise, il y ait un leader d'opinion.

Authenticité



Collaborez avec des influenceurs qui ont un véritable lien avec votre entreprise et non en fonction de leur nombre d'abonnés. Il est essentiel que votre collaboration semble naturelle et authentique auprès du public. Assurez-vous que l'influenceur a un véritable lien de confiance avec ses abonnés et que l'engagement est fort.

Intégration



Intégrez votre stratégie de marketing d'influence de deux façons:

- 1. Entre systèmes et données**
- 2. Dans la stratégie marketing**

Relation



Bâissez une relation à long-terme avec les influenceurs sélectionnés. Les campagnes en continu ont plus de succès que les campagnes périodiques. Entretenez cette relation afin qu'elle perdure dans le temps.

Évaluation



Analysez les données régulièrement afin d'observer le rendement. En B2B, le modèle d'attribution vient compliquer les choses, mais deux approches sont possibles:

1. Input, Output, Impact
2. Équivalent media pondéré

Avan-
tages



Crédibilité

Portée

ROI



Discus- sion



On _____ vous _____ écoute _____